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| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary) | | Complete if Known | |
| | | Application Number | 10/689,407 |
| | | Filing Date | Oct 20, 2003 |
| | | First Named Inventor | JOHNSON, Sam |
| | | Art Unit | |
| | | Examiner Name | |
| Sheet 1 | of 2 | Attorney Docket Number | 01003.1010 |

| NON PATENT LITERATURE DOCUMENTS | | | |
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| Examiner Initials* | Cite No.¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T² |
| SP | A1 | JON LAFAYETTE, Adds on VOD Seen as Counter to Skipping, tvweek.com, www.tvweek.com/article.cms?articleID=26175, Oct. 4, 2004 | |
| | A2 | TOM GILBERT, A VOD model that can work for everyone, Electronic Media, Editorial | |
| SP | A3 | JAMES R. HAGARTY, Judge's Ruling on Pop-Up Ads Is a Blow to Web-Site Operators, Wall Street Journal, Monday September 8th, 2003, Page A3 and A5 | |
| | A4 | BOB KEEFE, TV Execs plot ways to 'keep eyeballs' Atlanta Journal Constitution. | |
| | A5 | ALAN I. LIGHT, CNN's new format is 'jumbled mess', USA Today | |
| | A6 | JIM LOVEL, Advertisers focus on sp..., Atlanta Business Chronicle, | |
| | A7 | VANESA O'CONNELL, Ad Slump May Be Worse Than Thought, | |
| SP | A8 | MICHAEL MCCARTHY, Ads are here, there, everywhere, USA Today, June 19, 2001 | |
| SP | A9 | TERRY LEFTON, Playing the Ad Market, The Industry Standard, July 30, 2001 | |
| | A10 | MATTHEW T. FELLING, Updated Headline News Sets channel on fluff cycle, | |

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| Examiner Signature | | Date Considered | 9/29/07 |
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.
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| SP | A11 | DAISY WHITNEY, A 'TiVo-Proof' Ad Model, Vision Week, May 7, 2004 | |
| | A12 | LOUIS CHUNOVIC, Satellite TV hits Stores | |
| SP | A13 | CURTIS RIST, Should you ad go here?, http://money.cnn.com/2004/03/04/technology/business2_adds/ | |
| SP | A14 | JACK MYERS, Outdoor Sets Sites on Doubling Share-of-Market with Research & Tech Upgrades, Jack Myers Report, March 3, 2004 | |
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